

# IRON ROSE SISTER MINISTRIES

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# ANNUAL REPORT

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# 2022 HISTORIES





# FROM THE DESK OF MICHELLE J. GOFF



I love when I get to share a God story! Stories foster connection and provide an opportunity to relate on a new level. God stories offer an invitation for the hearer to connect to God and to the one telling the story. As a ministry, that is what we are all about—equipping women to connect to God and one another more deeply.

The best story ever told is a true story—it's God's story, a love story written on the pages of the Bible. That big picture story and the HIStories of the Bible shine through our own stories and continue to be written.

When God used me to provide understanding and to reignite a hunger for God's Word in one woman's life, I remembered how vital it is for us to see how the individual stories in the Bible all point to Christ. Out of the Bible studies with that sister and much prayer, our 2022 theme was established, "Our Story in God."

Throughout the year, the HIStories of the Bible and our lives united us and fulfilled 2 Corinthians 3:2-3. Hundreds more women became our "letter from Christ, the result of our ministry..." Single and single-again women felt especially represented amongst those "letters written on human hearts" through the release of *One Single Reason: Conversations with Single Women*, in late 2021, and its ongoing distribution. (Now also available as an audiobook!)

As we approached the beginning of our 10th year, we affirmed that great leaps of faith were necessary for a sustainability model that equips future generations of women. We wanted to prepare to follow God's lead for decades to come, beyond our lifetimes. Throughout 2022 and into 2023, we have seen God's provision and guidance as we have transitioned from a "mom and pop" level operation to a highly-respected and ever-expanding international nonprofit that is equipping, encouraging, and empowering women.

Thank you for being a part of this global impact, now also in Portuguese! And in affirmation of the first sentence of this letter, "I love when I get to share a God story!", contact me anytime and I will share a story, probably from that very week. And I would love to hear one from you! We will be reminded of how faithful God is, then give Him the glory for what He has done.

Love and thanks,

M.

## Advisory Eldership:

Downtown Church of Christ  
Searcy, Arkansas

## 2022 Board Members:

Katie Forbess  
*President*

Kat Bittner  
*Member*

Julio Cedeño  
*Elder*

Mark Vaughn  
*Member*

Cynthia Cedeño  
*Treasurer*

Rossana de Sosa  
*Member*

Bill Richardson  
*Member*

James Huff  
*Advisory Member*

## 2022 IRSM Staff:

Michelle J. Goff  
*Executive Director*

Elina Vath  
*Virtual Assistant*

Amanda Nitsch  
*Operations Manager*

Francia Oviedo  
*Creative Assistant*

Anna Sumner  
*Office Assistant*

Juana Hall  
*Financial Assistant*

Kathy Thompson  
*Office Assistant*

Sabrina Campos  
*Brazil Coordinator*

Judy Larsen  
*Office Assistant*

Wendy Neil  
*Advancement  
Coordinator*

Brenda Brizendine  
*Volunteer Coordinator  
and Communications  
Assistant*



# 2022 HIGHLIGHTS



## EQUIP

Adriana Yepes in Medellín, Colombia, attended our workshop-style virtual events in Spanish. In July, she was equipped through "How to Prepare a Ladies' Class." Next, Adriana participated in the follow-up event, which provided her with the opportunity to teach a class to a small group of women, then receive feedback and additional training.

## EMPOWER

Women in English and Spanish were empowered to share HIStories (Bible and personal) through our blog. We saw the greatest increase in our number of volunteers in 2022, as compared to any of our other years. For example, 46 different women wrote blog posts during 2022, compared to only 37 in 2021!



## ENCOURAGE

Post-Covid, everyone has realized the value of in-person conversations, interactions, and activities. Specifically, women have been hungry to attend Ladies' Days, participate in small groups, and pray together. One event, originally planned for 2020, was finally realized in September 2022. The growing women's ministry at Singing Oaks Church of Christ hosted a bilingual ladies' retreat. Michelle J. Goff and Wendy Neill taught on "Standing at the Crossroads" (Jer. 6:16). The ladies left uplifted and challenged, ready for the next gathering and a deeper relationship with God.

## BY THE NUMBERS

**1,400+** Encouraged, Equipped, and Empowered Women

**38** Events

**20** Virtual Events

IRSM-Hosted Events:

- 3 Bilingual
- 5 English
- 5 Spanish
- 1 Portuguese

Events Hosted by Others:

- 5 Spanish
- 1 English

**18** In-Person Events

- 1 IRSM-Hosted Bilingual Event
- 11 Events Hosted by Others
  - 1 English/Portuguese
  - 2 English/Spanish
  - 8 English
- 3 IRSM Birthday Parties
- 3 IRSM Booths

**104** Blog Posts

**70**  
Bilingual Posts

**34**  
Trilingual Posts

**375+** New Subscribers

**130** Volunteers

- 8 Guest Speakers
- 45 Guest Writers
  - 70 for Virtual Events
  - 7 for In-Person Events
- 350+** Hours of Volunteer Work



# FINANCIAL OVERVIEW

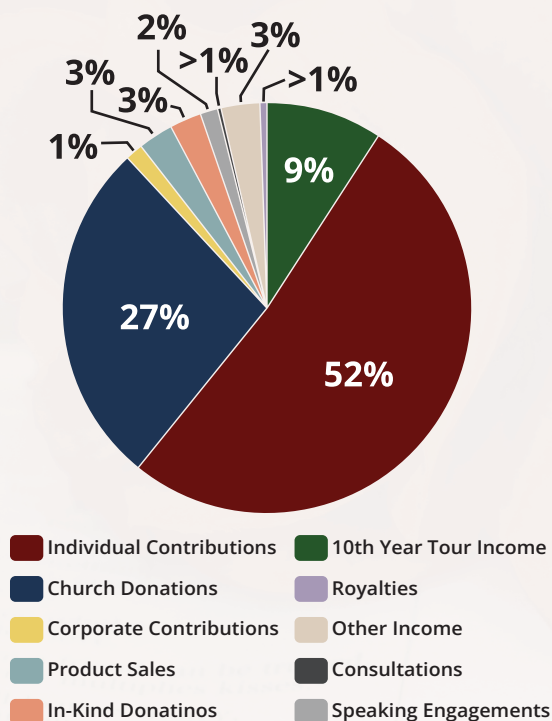
## Your Financial Partnership Made It All Possible:

- Supporting Michelle as a full-time (demographic) missionary
- Growing the IRSM team to **eight part-time** women as well as more volunteers to facilitate Bible studies, virtual and in-person events for women, website, and social media content
- Holding our **first English/Portuguese bilingual** event in south Florida to “soft launch” our ministry to Brazilian women
- Subsidizing and shipping Bible study books to Latin America; launching our BOGO program (Buy One, Gift One)
- Mentoring women to teach other women, write, speak, and lead small groups across the Americas
- Equipping through workshop-style virtual events and printed and video resources for women and women’s ministries
- Launching Portuguese website and resources

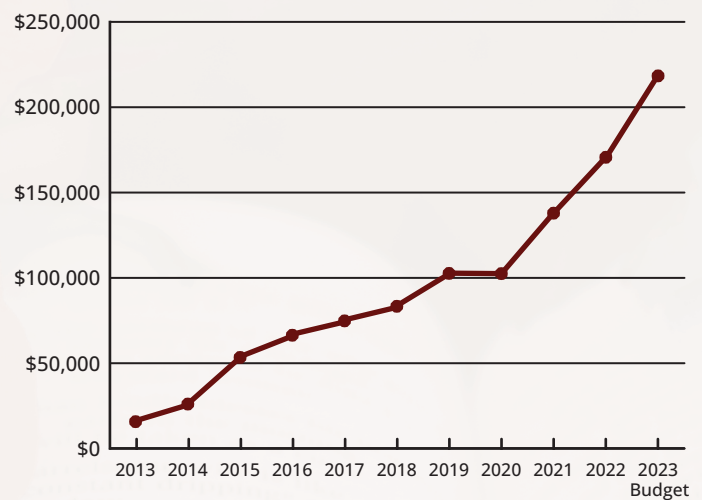
See [IronRoseSister.com/news](https://IronRoseSister.com/news) for our many events in 2022

## 7 Church Partners and almost 200 Individual Partners!

### IRSM 2022 Income



### IRSM Expenses



Detailed information available upon request

# FROM THE BOARD OF DIRECTORS

Dear Ministry Partners,

On behalf of Iron Rose Sister Ministries, I would like to express our gratitude for your partnership in this ministry. IRSM has proven to be a blessing in the ministry of the Gospel in so many circles. It is our conviction that with your continued participation, many more of our sisters worldwide will continue to be encouraged, strengthened, and perfected as it continues to make inroads in many new fields.

As missionaries in South America for over 30 years, my wife Trish and I have experienced the need for relevant, sincere, helpful, Christ-centered Biblical instruction for both young as well as mature Christian women. We have all experienced how worldwide lockdowns, social havoc, and travel impediments can negatively affect our world. However, IRSM has continued to labor even reaching out across international borders in order to bless women worldwide. The IRSM Board of Directors has approved a 2023 budget that will allow us to broaden our ministry into other foreign countries where God has opened the doors, as well as continue with a wonderful domestic impact. Such is the scope of influence this ministry has had, more team members have been added to make sure needs are addressed and the workload is spread around. We trust that those who have purposed to support this ministry will continue to do so, allowing so many women, whether they are English-speaking, Spanish-speaking or Portuguese-speaking to continue to be encouraged in their Christian lives, strengthened in their family life, prepared for spiritual church life, and emboldened to share the Good News of Jesus.

Jesus told His disciples, *"The harvest is plentiful, but the workers are few"* (Matt 9:37). This has, of course, always been the case and today is no different. However, with the servants we have at our disposal, the tools God has provided us with, the generosity of His people, and His power that governs the universe at our disposal, "the few" at IRSM continue to make a difference. I can attest to the humble attitude, hard work, and honest accountability of those at the forefront of IRSM. We would like to thank you for your ongoing support of this worthy ministry while also asking you to join us in prayer as we plan and labor in order to encourage, equip, and empower Christian women worldwide. Through these efforts lives are being changed, right now!

In Jesus' strong love,

Butch Sandoval



## GROWTH GOALS FOR 2023

- Travel to Brazil to share resources and to teach
- Hire a Creative Director to develop more audio and video resources
- Produce *Una sola razón* audiobook
- Start on a Spanish "Equipping Women Ministry Leaders" Program
- Celebrate our 10th birthday and raise funds for the coming years!



A 501(c)(3) nonprofit



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HermanaRosadeHierro.com  
IrmaRosadeFerro.com



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Iron Rose Sister Ministries  
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